

ISP Company? mailing

April 30, 1986

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Dear

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:

INPUT has a new Information Systems Program (ISP) that provides the planning information you need at an affordable price.

Enclosed for your review is a complete description of the program, a program authorization form, a representative list of INPUT clients, and profiles of our senior research staff.

We have just completed two major studies: Network Services Directions and IBM Operating Systems Strategies.

Overview of the Program

The full ISP program is \$19,500 including Large Scale Systems Directions (which contain residual value forecasts). Without the latter, the program fee is \$16,500. I am pleased to announce that you may now purchase the base program at only **\$9,500**. INPUT will provide to all new clients subscribing before May 15, a selection of any four studies completed in 1985 at no additional charge!

Please review the enclosed list of 1985 studies, available to you as part of this special offer, and the 1986 program description.

I will call in two weeks to discuss how INPUT can assist your planning effort. In the meantime, I welcome you to call me at (415) 960-3990.

Regards,

George D. Hunter
Vice President

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ISP SALES PRESENTATION

A. NEED For the Program (Opportunities and Dangers)

- o Changing Economics of Hardware. Software. Telecommunications
- o Shift to end user computing (80% by 1990)
- o Vendor directions and viability
- o Etc.

B. Key Trends Requiring Information

- o Rise of Information Centers
- o Popularity of Fourth Generation Languages
- o Integration of Office Systems
- o Etc.

C. Role of Information

- o timing for best decisions
- o Extent of Commitment
- o

D. ISP Scope

- o Budgets
- o Plans
- o User Experiences
- o Vendor Direction
- o Peer Comparisons
- o Case Studies

E. INPUT Uniqueness (same as MAPS)

F. Research and Methodology (same as MAPS)

G. Program Components (include descriptions of structure and topics) Include prior year's report examples Include hotline examples

H. Benefits and Uses

BENEFITS

USES

- o Help justify hardware/software choices
- o Optimize hardware and software investments {
 - o Hardware decisions
 - o Software Decisions

INPUT



H. Benefits

Uses

- o Improve Investment Timing
 - o Avoid preliminary obsilence
 - ~~o--Hardware-Deisions~~
- }
- o Hardware Decisions
 - o Software Decisions
 - o System Design Strategies
-
- o Increase Morale
- }
- o Personal Skill Developments
 - o Executive Briefings
 - o Staff Briefings
-
- o Enhance User Awareness
- }
- o User Education
-
- o Improve Customer Service
- }
- o Staffing Level
 - o Peer Comparisons
-
- o Detect System Pitfalls in Advance
- }
- o Early User Experiences

I. Justification

- o \$800K program for the fraction of the cost
- o Small fraction of hardware, software investment decisions
- o Avoid Costly Errors

J. Why Buy Now?

- o Impending Decisions (hardware, software, organization, etc.)
- o Special INPUT offer

K. Summary

